

WSFA 12 East Delano Ave. Montgomery, AL 36105 Main: (334) 288-1212 Billing: (334) 288-1212

www.wsfa.com

Billing Address:

PinPoint Media, Inc (B) Attention: Accounts Payable 1707 Osage St, Ste 103 Alexandria, VA 22302

Send Payment To:

WSFA
Regions Bank
ATTN: Lockbox # 1400
P.O. Box 11407
Birmingham, AL 35246-1400

Invoice #	Invoice Date	Invoice Month	Invoice Period
1793305-1	08/13/17	August 2017	07/31/17 - 08/07/17

Property	Account Executive	Sales Office	Sales Region
WSFA	Ryan Eddins	HRP-Washingto	National

Advertiser	Product	Estimate Number
POL/Strange, Luther/R/Sena	STRANGE for Senate	809

Flight Dates 08/04/17 - 08/07/17	Order # 1793305	Alt Order # 08759552
Billing Calendar Broadcast	Billing Type Cash	Deal #
Special Handling		
Agency Code 9915283	Advertiser Code 62	<u>Product 1/2</u> 78
Agency Ref	Advertiser Ref	

Spots/

1 08/04/17							Spots/			
Weeks Start Date O7/31/17 O8/04/17 USFA F O8/04/17 O8/06/17 O8/04/17 O8/04/17	Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
Spots: # Ch	1 08/04/17	08/04/17	ALABAMA LIVE @ 11	A 11-1130Am	1	:30	1	\$30.00	NM	
1	Weeks:			Spots/Week 1						
1	Spots: # Ch	Day Air	Date Air Time Descri	ption	Start/End Time	Lengt	th Ad-ID			Rate Type
Weeks Start Date End Date MTWTFSS Spots/Week Rate S30.00		3) 34 73 13		AMA LIVE @ 11A	11-1130Am	:3	0 DMSCLS171	0н		\$30.00 NM
Spots: # Ch	2 08/04/17	08/04/17		30 1130A-12P	1	:30	1	\$30.00	NM	
1 WSFA F 08/04/17 11:55 AM ALABAMA LIVE @ 1130AM 1130A-12P :30 DMSCLS1710H \$30.00 NM 3 08/04/17 08/04/17 WSFA 12 News at Noon 12-1230pm1 :30 1 \$100.00 NM Weeks: Start Date O7/31/17 08/06/171 1 \$100.00 Start/End Time Length Ad-ID Rate Type 1 \$100.00 NM 4 08/04/17 08/04/17 08/04/17 JUDGE JUDY 1ST RUN 330-4p1 :30 1 \$60.00 NM Weeks: Start Date O7/31/17 08/06/171 1 \$60.00 NM Weeks: Start Date O8/04/17 08/04/17 3:42 PM JUDGE JUDY 1ST RUN 330-4p :30 DMSCLS1710H \$60.00 NM Weeks: Start Date O8/04/17 08/04/17 3:42 PM JUDGE JUDY 1ST RUN 330-4p :30 DMSCLS1710H \$60.00 NM Weeks: Start Date O8/04/17 08/04/17 3:42 PM JUDGE JUDY 1ST RUN 330-4p :30 DMSCLS1710H \$60.00 NM Weeks: Start Date O8/04/17 08/04/17 08/04/17 3:42 PM JUDGE JUDY 1ST RUN 330-4p :30 DMSCLS1710H \$60.00 NM Weeks: Start Date O8/04/17 08/04/17 08/06/171- 1 \$60.00 NM	Weeks:			Spots/Week 1						
3 08/04/17	Spots: # Ch	Day Air	Date Air Time Descri	<u>ption</u>	Start/End Time	Lengt	th Ad-ID			Rate Type
Weeks: Start Date O8/04/17 O8/06/17 O8/04/17 O8/04/17	1 WS	SFA F 08	/04/17 11:55 AM ALABA	AMA LIVE @ 1130AM	1130A-12P	:3	0 DMSCLS171	0н		\$30.00 NM
Spots # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type	3 08/04/17	08/04/17	WSFA 12 News at Noo	on 12-1230pm	1	:30	1	\$100.00	NM	
1 WSFA F 08/04/17 12:14 PM WSFA 12 News at Noon 12-1230pm :30 DMSCLS1710H \$100.00 NM 4 08/04/17 08/04/17 JUDGE JUDY 1ST RUN 330-4p 1 :30 1 \$60.00 NM Weeks: Start Date O7/31/17 End Date O8/06/17 MTWTFSS O8/06/17 Spots/Week Spots/Week O8/06/17 Rate O8/04/17 \$60.00 NM Spots: # Ch Day Air Date O8/04/17 Air Time Description O8/04/17 Start/End Time O8/04/17 Length Ad-ID O8/04/17 Rate Type O8/04/17 5 08/04/17 08/04/17 WSFA 12 NEWS AT 4P M-F 4-430P O8/06/17 1 :30 1 \$60.00 NM Weeks: Start Date O7/31/17 End Date O8/06/17 MTWTFSS O8/06/Week O8/06/17 Rate O8/06/00 Rate O7/31/17 Rate O8/06/17 Soots/Week O8/06/00 Rate O8/06/06/07 Rate O8/06/07 Soots/Week O8/06/07 Soots/Week O8/06/07 Rate	Weeks:			Spots/Week 1						
Weeks: Start Date End Date MTWTFSS Spots/Week Start/End Time Length Ad-ID Se0.00 NM	Spots: # Ch	Day Air	Date Air Time Descri	<u>ption</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
Weeks: Start Date End Date MTWTFSS Spots/Week Rate \$60.00	1 WS	SFA F 08	/04/17 12:14 PM WSFA	12 News at Noon	12-1230pm	:3	0 DMSCLS171	0н		\$100.00 NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA F 08/04/17 3:42 PM JUDGE JUDY 1ST RUN 330-4p :30 DMSCLS1710H \$60.00 NM 5 08/04/17 08/04/17 WSFA 12 NEWS AT 4P M-F 4-430P1 :30 1 \$60.00 NM Weeks: Start Date 08/06/171 1 \$60.00 NM	4 08/04/17	08/04/17	JUDGE JUDY 1ST RU	N 330-4p	1	:30	1	\$60.00	NM	
1 WSFA F 08/04/17 3:42 PM JUDGE JUDY 1ST RUN 330-4p :30 DMSCLS1710H \$60.00 NM 5 08/04/17	Weeks:			Spots/Week 1						
5 08/04/17	Spots: # Ch	Day Air	Date Air Time Descri	ption	Start/End Time	Lengt	h Ad-ID			Rate Type
M M Weeks: Start Date 07/31/17 End Date 08/06/17 MTWTFSS Spots/Week 1 Rate 08/06/10 Weeks: 08/06/17 1 1 \$60.00	1 WS	SFA F 08	/04/17 3:42 PM JUDG	E JUDY 1ST RUN	330-4p	:3	0 DMSCLS171	0н		\$60.00 NM
07/31/17 08/06/171 1 \$60.00	5 08/04/17	08/04/17		P M-F 4-430P	1	:30	1	\$60.00	NM	
	Weeks:			Spots/Week 1						
	Spots: # Ch	Day Air	Date Air Time Descri	ption	Start/End Time	Lengt	h Ad-ID			Rate Type

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1793305-1	08/13/17	August 2017	07/31/17 - 08/07/17

Advertiser	Product	Estimate Number
POL/Strange, Luther/R/Sen	STRANGE for Senate	809

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Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
5 08/04/17	08/04/17	WSFA 12 NEWS AT	4P M-F 4-430P	1	:30	1	\$60.00	NM	31
Spots: # Ch	Day Air	M <u>Date</u> <u>Air Time</u> <u>Descr</u>	ription	Start/End Time	Lengt	h Ad-ID		-	Rate Type
	SFA F 08/		A 12 NEWS AT 4PM	M-F 4-430P	:3	0 DMSCLS171	10н		\$60.00 NM
6 08/04/17	08/04/17	WSFA 12 NEWS AT	4P M-F 430-5P	1	:30	1	\$75.00	NM	
Weeks:	Start Date 07/31/17	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$75.00					
Spots: # Ch				Start/End Time		h Ad-ID			Rate Type
1 WS	SFA F 08/	04/17 4:51 PM WSF/	A 12 NEWS AT 4PM	M-F 430-5P	:3	0 DMSCLS171	LOH		\$75.00 NM
7 08/04/17	08/04/17	WSFA 12 News at Five	e 5-530pm	1	:30	1	\$185.00	NM	
Weeks:	Start Date 07/31/17	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$185.00					
Spots: # Ch				Start/End Time		h Ad-ID			Rate Type
1 WS	SFA F 08/	04/17 5:15 PM WSF/	A 12 News at Five	5-530pm	:3	0 DMSCLS171	LOH		\$185.00 NM
8 08/04/17	08/04/17	Today in Alabama 530	0a 528am-6am	1	:30	1	\$100.00	NM	
Weeks:	Start Date 07/31/17	End Date MTWTFSS 08/06/171	Spots/Week 1	<u>Rate</u> \$100.00					
Spots: # Ch		(C SAID DI MIN)	•	Start/End Time		h Ad-ID			Rate Type
1 WS	FA F 08/	04/17 5:37 AM Today	in Alabama 530a	528am-6am	:3	0 DMSCLS171	LOH		\$100.00 NM
9 08/04/17	08/04/17	WSFA 12 News at Six	c- 6-630pm	1	:30	1	\$350.00	NM	
Weeks:	Start Date 07/31/17	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$350.00					
Spots: # Ch			iption .	Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Type
1 WS	FA F 08/	04/17 6:28 PM WSFA	12 News at Six - MF	6-630pm	:3	0 DMSCLS171	LOH		\$350.00 NM
10 08/04/17	08/04/17	Today In Alabama	6a-7a	1	:30	1	\$175.00	NM	
Weeks:	Start Date 07/31/17	End Date MTWTFSS 08/06/171	Spots/Week 1	<u>Rate</u> \$175.00					
Spots: # Ch	the same of the sa	Date Air Time Descr	iption	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS	FA F 08/	04/17 6:31 AM Today	In Alabama	6a-7a	:3	0 DMSCLS171	LOH		\$175.00 NM
11 08/04/17	08/04/17	NBC Today Show	7-9am	1	:30	1	\$115.00	NM	
Weeks:	Start Date 07/31/17	End Date MTWTFSS 08/06/171	Spots/Week 1	<u>Rate</u> \$115.00					
Spots: # Ch	Day Air	Date Air Time Descr		Start/End Time		h Ad-ID			Rate Type
1 WS	FA F 08/	04/17 8:29 AM NBC	Today Show	7-9am	:3	0 DMSCLS171	LOH		\$115.00 NM
12 08/04/17	08/04/17	NBC Today 2	9-10am	1	:30	1	\$50.00	NM	
Weeks:	Start Date 07/31/17	End Date MTWTFSS 08/06/171	Spots/Week 1	<u>Rate</u> \$50.00				·	
Spots: # Ch	Day Air		· · · · · · · · · · · · · · · · · · ·	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS	FA F 08/	04/17 9:56 AM NBC	Today 2	9-10am	:3	0 DMSCLS171	LOH		\$50.00 NM

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1793305-1	08/13/17	August 2017	07/31/17 - 08/07/17

1	Advertiser	Product	Estimate Number
	POL/Strange, Luther/R/Sen	STRANGE for Senate	809

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Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
12 08/04/17	08/04/17	NBC Today 2	9-10am	1	:30	1	\$50.00	NM	
			200 0000000		3300(100)				
13 08/07/17	08/07/17	ALABAMA LIVE @ 11	A 11-1130Am	1	:30	1	\$30.00	NM	
Weeks:	Start Date 08/07/17	End Date MTWTFSS 1	Spots/Week	Rate \$30.00					
Spots: # Ch		-	iption	Start/End Time	Lengt	h Ad-ID			Rate Type
	SFA M 08/	07/17 11:06 AM ALAB	AMA LIVE @ 11A	11-1130Am	:3	0 DMSCLS17	LOH		\$30.00 NM
14 08/07/17	08/07/17	ALABAMA LIVE @ 11 AM	30 1130A-12P	1	:30	1	\$30.00	NM	
Weeks:	Start Date 08/07/17	End Date MTWTFSS 1	Spots/Week	<u>Rate</u> \$30.00					
Spots: # Ch		-	iption '	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS	SFA M 08/	07/17 11:55 AM ALAB	AMA LIVE @ 1130AM	1130A-12P	:3	0 DMSCLS17	LOH		\$30.00 NM
15 08/07/17	08/07/17	WSFA 12 News at No	on 12-1230pm	1	:30	1	\$100.00	NM	
Weeks:	Start Date 08/07/17	End Date MTWTFSS 1		<u>Rate</u> \$100.00					
Spots: # Ch		-		Start/End Time	Lengt	h Ad-ID			Rate Type
	SFA M 08/ Credited	07/17 WSFA	12 News at Noon	12-1230pm	:0	00			\$100.00 NM
16 08/07/17	08/07/17	JUDGE JUDY 1ST RU	JN 330-4p	1	:30	1	\$60.00	NM	
Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate			117		
10.000 0 10.000	08/07/17	08/13/17 1	1	\$60.00					5
Spots: <u>#</u> <u>Ch</u> 1 WS	<u>Day Air</u> SFA M 08/		i <u>ption</u> E JUDY 1ST RUN	Start/End Time 330-4p		<u>h Ad-ID</u> 0 DMSCLS171	Он		<u>Rate Type</u> \$60.00 NM
				•				NIN 4	\$50.50 THM
17 08/07/17	08/07/17	WSFA 12 NEWS AT 4 M		1	:30	1	\$60.00	NM	
Weeks:	Start Date 08/07/17	End Date MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$60.00					
Spots: # Ch		-	iption .	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS	SFA M 08/	07/17 4:24 PM WSFA	12 NEWS AT 4PM	M-F 4-430P	:3	0 DMSCLS171	LOH		\$60.00 NM
18 08/07/17	08/07/17	WSFA 12 NEWS AT 4	P M-F 430-5P	1	:30	1	\$75.00	NM	
Weeks:	Start Date 08/07/17	End Date MTWTFSS 08/13/17 1	Spots/Week 1	<u>Rate</u> \$75.00					
Spots: # Ch	<u>Day</u> <u>Air</u>		<u>iption</u>	Start/End Time		h Ad-ID			Rate Type
1 WS	FA M 08/	07/17 4:50 PM WSFA	12 NEWS AT 4PM	M-F 430-5P	:3	0 DMSCLS171	.0н		\$75.00 NM
19 08/07/17	08/07/17	WSFA 12 News at Fiv	e 5-530pm	1	:30	1	\$185.00	NM	
Weeks:	Start Date 08/07/17	End Date MTWTFSS 08/13/17 1	Spots/Week 1	Rate \$185.00					
Spots: # Ch	Day Air			Start/End Time	Lengt	h Ad-ID			Rate Type
			12 News at Five	5-530pm	:3	O DMSCLS171	.0н		\$185.00 NM

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Invoid	e #	Invoice Date	Invoice Month	Invoice Period
17933	305-1	08/13/17	August 2017	07/31/17 - 08/07/17

Advertiser	Product	Estimate Number
POL/Strange, Luther/R/Sen	STRANGE for Senate	809

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www.wsta.com		Constal			
Line Start Date End Date Description Start/End Time	MTWTFSS	Spots/ Length Week	Rate	Туре	
20 08/07/17 08/07/17 Today in Alabama 530a 528am-6am	1	:30 1	\$100.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u>	Rate				
08/07/17 08/13/17 1 1	\$100.00 Start/End Time	Length Ad-ID			Rate Type
Spots: # Ch Day Air Date Air Time Description 1 WSFA M 08/07/17 5:40 AM Today in Alabama 530a	528am-6am	:30 DMSCLS1710H			\$100.00 NM
					* 100100 1111
21 08/07/17 08/07/17 WSFA 12 News at Six - 6-630pm MF	1	:30 1	\$350.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week 08/07/17 08/13/17 1 1	<u>Rate</u> \$350.00	х			
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type
1 WSFA M 08/07/17 6:10 PM WSFA 12 News at Six - MF	6-630pm	:30 DMSCLS1710H			\$350.00 NM
22 08/07/17 08/07/17 Today In Alabama 6a-7a	1	:30 1	\$175.00	NM	
22 00/07/17 00/07/17 Foday III Alabama oa 7a	-		VIII.0.00		
Weeks: Start Date 08/07/17 End Date 08/13/17 MTWTFSS 1 1 Spots/Week 1	<u>Rate</u> \$175.00				
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type
1 WSFA M 08/07/17 6:52 AM Today In Alabama	6a-7a	:30 DMSCLS1710H			\$175.00 NM
23 08/07/17 08/07/17 NBC Today Show 7-9am	1	:30 1	\$115.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week 08/07/17 08/13/17 1 1	<u>Rate</u> \$115.00				
08/07/17 08/13/17 1 1 Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type
1 WSFA M 08/07/17 8:39 AM NBC Today Show	7-9am	:30 DMSCLS1710H			\$115.00 NM
24 08/07/17 08/07/17 NBC Today 2 9-10am	1	:30 1	\$50.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week 08/07/17 08/13/17 1 1	<u>Rate</u> \$50.00				
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type
1 WSFA M 08/07/17 9:54 AM NBC Today 2	9-10am	:30 DMSCLS1710H			\$50.00 NM
25 08/05/17 08/05/17 NBC Saturday Today Sh 6-8am ow	1-	:30 1	\$45.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> 07/31/17 08/06/171- 1	<u>Rate</u> \$45.00				
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type
1 WSFA Sa 08/05/17 6:59 AM NBC Saturday Today Show	6-8am	:30 DMSCLS1710H			\$45.00 NM
	1	:30 1	\$45.00	NM	160
Show		.00 1	Ψ-10.00	14141	
Weeks: Start Date 07/31/17 End Date 08/06/17 MTWTFSS 07/04/11 Spots/Week 01/04/11	<u>Rate</u> \$45.00				
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type
1 WSFA Su 08/06/17 7:25 AM NET NBC Sunday Today Sho	ow 7-8a	:30 DMSCLS1710H			\$45.00 NM
27 08/06/17 08/06/17 NET NBC Meet The Pres 8-9a	1	:30 1	\$45.00	NM	
Weeks: Start Date 07/31/17 End Date 08/06/17 MTWTFSS 05/05/Week 07/31/17 Spots/Week 1	<u>Rate</u> \$45.00				

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www.wsfa.com

						Spots/			
Line Start Da	te End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
27 08/06/17	08/06/17	NET NBC Meet The	e Pres 8-9a	1	:30	1	\$45.00	NM	
Spots: # 0	h <u>Day Air</u>	Date Air Time Des	scription	Start/End Time		h Ad-ID			Rate Type
1 V	VSFA Su 08, Credited		T NBC Meet The Press	8-9a 	:0	0			\$45.00 NM
28 08/06/17	08/06/17	WSFA News Sunda	ay AM 9-930a	1	:30	1	\$20.00	NM	
Weeks:	Start Date 07/31/17	End Date MTWTFS 08/06/17		<u>Rate</u> \$20.00					_
– –	<u>Ch</u> <u>Day Air</u>			Start/End Time		h Ad-ID			Rate Type
1 V	VSFA Su 08, Credited		SFA News Sunday AM	9-930a	:0	0 			\$20.00 NM
29 08/04/17	08/04/17	WSFA 12 News at MF	Ten - 10-1035pm	1	:30	1	\$275.00	NM	
Weeks:	Start Date 07/31/17	End Date MTWTFS1-		<u>Rate</u> \$275.00					
Spots: # C	<u>Day Air</u>			Start/End Time		h Ad-ID			Rate Type
1 V	VSFA F 08	/04/17 10:21 PM WS	FA 12 News at Ten - MF	10-1035pm	:3	0 DMSCLS1	.710н		\$275.00 NM
30 08/04/17	08/04/17	INSIDER, THE	130-2p	1	:30	1	\$30.00	NM	
Weeks:	Start Date 07/31/17	End Date MTWTFS1-		<u>Rate</u> \$30.00					
Spots: # C	<u>h</u> <u>Day Air</u>			Start/End Time	7	h Ad-ID			Rate Type
1 V	VSFA F 08/	04/17 1:59 PM INS	SIDER, THE	130-2p	:3	0 DMSCLS1	.710н		\$30.00 NM
31 08/07/17	08/07/17	Today in Alabama 4	130a 430-5a	M	:30	1	\$5.00	NM	
Weeks:	Start Date 08/07/17	End Date MTWTFS 08/13/17 M		<u>Rate</u> \$5.00					
	<u>h</u> <u>Day Air</u>			Start/End Time		h Ad-ID			Rate Type
1 V	VSFA M 08/	07/17 4:50 AM Too	lay in Alabama 430am	430-5a	:3	DMSCLS1	.710н		\$5.00 NM
				Total Spots	2	18			

Payment Terms 30 Days

 Gross Total
 \$2,960.00

 Agency Commission
 \$444.00

 Net Amount Due
 \$2,516.00

We Warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.